



## Greetings from Prospero Group President Doris Feinberg

### Our Favorite Cyberspace Picks

As we continue our series on the most useful web-based resources for nonprofits we've found, we turn in this issue to websites, blogs and other tools to help organizations with their marketing and communications efforts. Each of these resources is available at no charge and is well worth your time to review. In our next issue, we'll look at resources for grant seeking and prospect research, and finish the series with our readers' favorites.

I hope you enjoy this article. Be sure to let us know what you think. Don't forget that all of our past newsletters are available on our website here.

Please feel free to send this newsletter along to any colleagues or friends who might be interested and, of course, contact me at any time at [dfeinberg@prosperogroup.com](mailto:dfeinberg@prosperogroup.com).



## Getting the Most Out of Your Internet, Part II: Marketing and Communications

It can seem daunting to embark on a focused and strategic marketing and communications effort for your organization. Whether it's a staff member or a volunteer, someone must be thinking about the ways you tell the world about your work and invite the community to participate. The links that follow are our picks for resources that deliver focused, truly useful tips and tools for getting the most out of every minute and dollar that your organization spends on marketing and communications.

### General Marketing and Communications Resources

#### Third Sector New England

[www.tsne.org](http://www.tsne.org)

This web page from TSNE offers a collection of media and marketing articles, blogs, web resources and videos. It's a good starting point for those who want to start thinking about crafting a marketing and communications strategy.

#### Gettingattention.org

[www.sofii.org](http://www.sofii.org)

Getting Attention: Helping Nonprofits Succeed Through Effective Marketing, is a blog that features insightful articles about best practices in marketing and communications for nonprofits. Articles cover such topics as more effective messaging and tips for connecting with audiences.

#### 101 Fundraising

[www.101fundraising.org](http://www.101fundraising.org)

This blog publishes contributions from fundraising professionals who have something to contribute but who do not wish to maintain their own blogs. As such, it's a diverse offering of tips, advice, and stories about successes and challenges. You may wish to contribute a story of your own!

#### Wild Apricot

[www.wildapricot.com/blogs/newsblog](http://www.wildapricot.com/blogs/newsblog)

Wild Apricot, a firm that offers membership software for non-profits, publishes a blog on such topics as social media, membership management, event promotion and direct mail. While occasional articles are specifically about Wild Apricot's products and services, most are useful for any organization that holds events, seeks to grow its membership, or just wants to raise its profile.

#### Duct Tape Marketing

[www.ducttapemarketing.com](http://www.ducttapemarketing.com)

The Duct Tape Marketing blog is another source of great advice and truly useful tips. Article topics vary widely and include our favorite, What is a Marketing Strategy, and How Can I Get One?

Check out our most recent  
[Client Success Stories >>](#)

### Our Team

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## Social Media

While “social media” can refer to any of dozens of web-based and mobile communications tools, Facebook, Twitter and blogs are three well-established ways for nonprofits to use content marketing and networking to make deeper connections with their audiences. Here are some good resources for getting started:

[Twitter 101 for Nonprofits](#)  
[An Intro to Facebook and Twitter for Nonprofits](#)  
[Best Practices for Nonprofits Using Twitter](#)  
[Facebook for Nonprofits](#)

It can seem hard to know where to get started with Facebook and Twitter. These presentations (and one blog post) are concise collections of tips for getting started and being effective with your social media marketing efforts.

And finally:

[Facebook.com](#) and [twitter.com](#) are where so many of the conversations about nonprofit work are taking place these days. Set up a free account, find others in your network to follow, and give it a try. It's the best way to learn.

*By Susanne Shavelson*

## About The Prospero Group

The Prospero Group, LLC, provides fundraising counsel that ensures lasting growth and change for non-profit organizations. We promote effective governance models and principled leadership to empower professionals and boards as the driving forces of philanthropy.

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